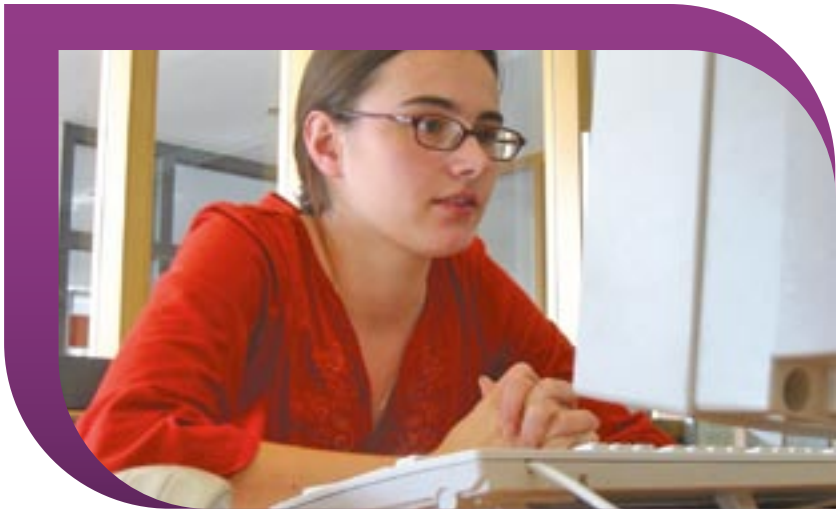
Kudos

User Guide



How Kudos can help you

For a quick overview of the main features of Kudos, read our Quick Tour

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Section 1: Before using Kudos

What is Kudos?
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Do I need to be good at using a computer...?
How long will it take to use Kudos?
I've used one of these programs before
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What is Kudos?

Kudos is a careers matching program. It contains information on more than 700 careers. You will answer questions about your likes and dislikes, and the qualification levels you are aiming to achieve. Based on your answers Kudos will create a list of suggested careers that are suitable for you.

Kudos uses a common sense approach to match you to suitable careers: if you like the aspects that make up a career then it is likely to be suitable. If there are aspects of the career you don't like then it is less likely to be suggested to you.

Kudos is not a psychometric test. It is not designed to assess whether your personality is suitable for a particular career or whether you are able to do a particular career.

Why should I use Kudos?

Some good reasons to use Kudos:

- It will help you find careers that suit your personal interests.
- It may suggest careers that you've never thought of.
- It can provide a good starting point to a discussion with an adviser or teacher.
- You will be matched to careers that suit the qualification level you are aiming to achieve.
- You can look at other careers you're interested in to see whether they suit you.
- You can easily see why you have been matched, or not matched, to any career.
- You get access to detailed and accurate information about careers.

Do I need to be good at using a computer to use Kudos?

You need to be able to use the mouse to move the pointer round the screen and click buttons on the screen. You need to be able use the keyboard to enter your name. That's it.

How long will it take to use Kudos?

It depends on how long you spend answering the questions and exploring the career information. A typical session lasts around 45 minutes.

I've used one of these programs before. Is there any point doing it again?

It depends whether your interests or qualification aspirations have changed since the last time. If they have, then the list of careers suggested could be very different.

If your interests haven't changed you may still find it useful to look at up-to-date careers information. However, if you just want to look at careers information rather than being matched to careers you may find it easier to use Careerscape, our careers database product. Ask your teacher / adviser for more information.

I know how to answer the questions to get the right careers on the list so what's the point?

Kudos doesn't tell you what career to do. It doesn't recommend or prescribe careers. It suggests careers that might be suitable based on the answers you give, so it works best when you are honest with yourself when answering. If you don't like any of the careers suggested then of course you are free to ignore them!

Do the careers suggested really make sense?

"My friend used it and the program told him to be a funeral director!"

One of the best things about matching programs like Kudos is that they can suggest weird and wonderful careers. Try to keep an open mind about what might come up on your list. Remember you are not being told what to do. The program is simply saying 'These are some careers that may be suitable.'

The careers are analysed by experts using a system that has been developed over 35 years. Improvements are made to the program each year as well as the careers information being researched to make sure it's up-to-date and accurate. The careers suggested are valid based on your answers to the questions.

However, there is a limit to what Kudos can take into account when suggesting suitable careers. For example, it doesn't know:

- If you live in the city or countryside.
- Whether you want to work in a small or large organisation.
- Whether there are some careers that you just don't like the thought of.
- What your values are - for example is job security very important to you?

Using Kudos should be seen as the starting point for finding a suitable career - only a discussion with an expert such as an adviser, and further research, will give you all the information you need to decide properly.

Is Kudos fully accessible?

Kudos has been designed to meet the Web Accessibility Initiative (WAI) Content Accessibility Guidelines set by the World Wide Web Consortium (W3C) at 'Triple-A' standard.

The product has been tested with a number of assistive technologies including leading speech browsers and screen readers.

Section 2: Using Kudos

Step 1: Likes and dislikes
Step 2: Career suggestions
Step 3: Make an Action Plan

Step 1: Likes and Dislikes

Qualification levels
Choose one or more qualification level. You should choose the qualification level/s that you are aiming to achieve when you complete your formal education. You will be matched to careers that suit the level of qualifications that you select.

Likes and dislikes
These are questions about your likes and dislikes relating to aspects of work that typically occur in careers. Think carefully about your answer to each question, as your answers will be the main factor used to match you to suitable careers.

If you don't understand what a question means, make use of the notes and animations which support each question.

To assist keyboard entry, the following access keys may be used to answer the likes and dislikes questions:

Accesskey 1	Dislike very much
Accesskey 2	Dislike
Accesskey 3	Does not matter
Accesskey 4	Like
Accesskey 5	Like very much

Step 2: Career suggestions

Once you have answered the first batch of 50 questions, you can view detailed information on the careers that Kudos suggests for you. However, the more questions you answer the more precise the match will be, so try to answer as many questions as you have time for. There are 117 questions in total.

Career suggestions
Careers are listed in order of suitability based on your answers. To print the list of careers click Print in your browser.

For each career, a star rating shows you how good the match is with your answers. At this stage Kudos is using your answers to qualifications and likes and dislikes to match you to careers.

Kudos looks at the activities of each career and links them to Types of Work, for example Verbal Communications. If you are interested in a broad area of work rather than a specific career, use the Types of Work filter to find career suggestions within each of your top three Types of Work.

Careers
The information in Kudos is updated each year. Many careers have photos so you can see the work environment and some of the tasks involved.

Each career includes sections on:
- Suitable for you?
- Introduction, or About This Career
- Work Activities
- Personal Qualities and Skills
- Pay and Opportunities
- Entry Routes and Training
- Qualifications
- Higher Education Course Information
- Further Information
- Photographs

The Suitable for you section will give you:
- Comments about how suitable the career is (eg This career is worth thinking seriously about. There is a very good match with your answers).
- A comment about whether the qualification level(s) you have chosen is (are) OK for this career.
- A list of the aspects of work that make up the career. Next to each aspect you will be able to see what your answer was to that particular question.

The Higher Education Course Information section:

This appears when a career is usually entered via Higher Education (HE). It contains links to relevant courses. HE Course information is provided by UCAS.

HE Course Information will launch in a new browser window or tab. To return to Kudos, close the browser window or tab (depending on your browser settings).

HE Course Information is only available to subscribers of Careerscape.

The Further Information section will give the names of web sites, and people you can contact, for more information.

Answer more likes and dislikes questions
To improve the accuracy of your matched career suggestions you may need to answer more likes and dislikes questions. There are 117 questions altogether, and the more you answer the more accurate your match will be.

Health
Consider if any of the health issues affect you in day-to-day life. If any do, select them and Kudos will take them into account in the matching process. This is done in two different ways.

1. Type one - the program will let you know if there could be an issue doing a career if you have a certain health condition. If this is the case you will see a warning in the Suitable for you section of the career details.
2. Type two - very rarely you could be prevented legally from doing a certain career because of your health condition. In this case you will not be matched to the career. There are very few careers where this is the case.

Change your likes and dislikes
You can see a summary of how you have answered the questions - how many aspects you like, how many you dislike and so on. You can also change your answers. You can also promote aspects of work that you like very much to Key aspects. This very much increases their weighting in the matching process, so that careers in which they appear stand a much better chance of being suggested as suitable. This is useful if you have many career suggestions of a similar match category, and you need to distinguish the best matches.

Change your qualification level
You can change the levels you selected initially if you wish. You may wish to compare the different types of suggested careers shown in the list when you select different levels.

Explore your own career ideas
This is one of the most powerful features of Kudos. Here you can view any career from a list of over 700, and find out if it is suitable for you based on the answers you've already given. You can find out how well specific careers match your answers by looking at the Suitable for you? section in the Overview.

Step 3: Make an Action Plan

The Action Plan contains sections that summarise your career matching results. In addition you can add information about your subject choices, your study and training plans, your own career ideas, and your short, medium and longer term career planning goals. We recommend that you print out your Action Plan and discuss it with your teacher or adviser. It has also been designed for you to add to your Record of Achievement or other portfolio of learning evidence.

Subjects
Select this option to provide information about your subject qualifications details. Once you have saved this information, you will be able to compare them with the qualifications required for any career by looking at the Qualifications section. This will not affect your list of career suggestions.

Study and training plans
Select this option to provide information about your future study and training plans, after school at age 16 and after college or sixth form at age 18. Your responses will not affect the list of career suggestions, but you will see how your preference matches what is needed for a career. Once you have entered study and training preferences, check the Entry Routes and Training section of careers to see the most typical study and training routes, and compare how you responded.

Section 3: After using Kudos

Career suggestions
Career details
Qualification level
Likes and dislikes
Health
Your own career ideas
Find the career you are interested in
Further discussion and research

Now that you have completed Kudos you will have a list of careers and perhaps some particular careers that interest you. So what do you do next?

Remember that Kudos cannot tell you what career you should do. It can only give you ideas and new suggestions. There are more careers open to you than are available on the program, and there are many more factors that people take into account when choosing careers. Therefore, how you use your experience of Kudos and the suggested career list is important.

The following notes are intended to help you understand your results and to get more out of them. It is most helpful to talk through your results with an adviser or teacher. They will be asking you similar questions to the ones in this guide.

Career suggestions
What do you think of your career list - are you surprised? interested? disappointed? pleased? Remember that all the careers have been suggested because of your answers to the questions. This does not mean that you have to accept them. Your feelings are more important than decisions made by Kudos, but you can use the list to build up ideas.

Can you see any pattern to the careers in the list? For example a number of careers from the same work area. If so it might be worth researching this whole work area because there may be other careers not in the program that might interest you.

Have you got a lot or a few Good or Very Good matches - why might this be?

Are any of the careers of real interest to you? - highlight these on your printout. These are worth researching further. Think about why they might have been selected before you look at the career details.

Are any of the careers of no interest to you? You can cross these out on your printout, but before you do look at the career details. Knowing why you do not want to do a career can be useful in decision making.

Career details
It is very important to go further than your career suggestions list and to look at the individual career details. This is where you find out why the career has been selected. Knowing this will help you when comparing the selected careers and when finding out about new careers in further research.

Look at one particular career and think about the following questions:

Does the short Introduction to the career interest you? Does it make you want to find out more about the career?

Look at the Entry Routes and Training section:
- Do you meet any special entry requirements?
- Have you responded 'No' to any of the relevant training routes?
- How attractive will the career have to be to make you reconsider this?
- You will need to research the career to find out what the training requirements will be. This may make a difference to how you feel about it.

Look at the Suitable for you? section. The Central, Secondary and Other aspects of work make up the analysis or profile of the career. They show which of your answers have been used to match you to this career.

If the career is a Good or Very Good Match your answers will be mostly Like Very Much, Like and Does Not Matter. Are any of these answers more important to you? If so, this might give the career a higher priority than others on your list.

If Kudos cannot find enough Good Match careers, you will have some Fair Matches and possibly Questionable Matches at the bottom of your list. These contain answers which do not fit the Good Match pattern.

Have you got any Dislike or Dislike Very Much answers in the career? These will have more effect in the Central and Secondary aspects than in Other. If you are interested in the career it is important that you rethink your answers to these aspects. Can you change your answer to Does Not Matter or Like? Can you really put up with disliking a main part of your career? Do you know enough about the career and the aspect or work to decide?

All these questions point to further research to help decide whether the career really is suitable for you. Once you have considered these questions for the careers on your list, you might make some further decisions about each career:

- keep the career as a serious idea - but with further research needed.
- keep the career as a possible idea - do further research to answer the questions above so you can decide whether to keep the career or reject it.
- reject the career.

Qualification level
These are the five levels you can choose from.

Think about which level(s) you chose. Is it related to where you are now or where you want to be? You may want to rethink your level now you've seen your career list.

Do you feel that you would like to progress further than the careers in your list? Have you changed your attitude to doing further education or training in the light of the careers listed? Then change your level to one higher or add a higher level to your existing one.

Have you got careers listed which you think require too much education or training for you? Then change your qualification level to one lower or add a lower level to your existing one.

Maybe you entered level 4 and you have found that all the careers which interest you are difficult to get into? Change to level 3 to see if there are any related careers that would provide a route in.

Changing qualification level can give you a better insight into which careers might be open to you now, and what further education or training might lead to.

Likes and dislikes
Did you understand the aspects of work? If not, did you read the notes for a more detailed explanation? If there is an adviser available they may be able to help.

You can always go back and change your answers to the likes and dislikes.

Have you answered in terms of what you can do now instead of what you would like to do? This may lead to a disappointing career list as it may not give you new career ideas.

Have you got a lot of Like Very Much or Like answers? If so, think about which ones are more important to you. This will help you to decide between careers if you have a lot of Good matches.

Have you got a lot of Dislike Very Much or Dislike answers? Think carefully about these aspects - they may have resulted in a lot of Questionable matches on your career list. Do you really dislike the aspect, or do you not understand or mind what it is?

Is there anything you have not been asked about that is important to you in choosing a career? List these extra aspects. Remember these when you look at your career list - check them against any career you are looking at.

Reviewing or changing your responses to the aspects can give you a better insight into your pattern of answers and how this has affected your list of careers.

Health
If you selected one or more health factors, Kudos will have provided a warning comment in the

Suitable for you? section of a career if there is an issue doing the career with this health condition.

In very rare cases Kudos may have excluded a career from the list of suggestions - if you could be legally prevented from doing a certain career because of your health condition. If you have any specific questions about the health issues raised by Kudos, you should speak about them with an adviser.

Your own career ideas
You may have some career ideas of your own which have not turned up on your selected careers list. It is important that you look at these careers to see why they have not appeared. The Explore your own career ideas option will let you do this.

Find the career you are interested in
Is it the right qualification level? If not, is it below or above your chosen level? If below, are you still interested in the career? If above, are you willing to do further training to get to this level? This may depend on how you feel about the career as a whole.

Is it a Good match? It may be that you have so many Good matches in your suggestion list that this one was at the end of the Good matches. Ask yourself the same questions as with selected careers to decide whether you want to include this career in your own career list. Do the same if the career is a Fair or Questionable match.

If it is a Questionable or Poor match, think carefully about why you liked the career in the first place. Did you really know what it was about?

While you are in this option you may like to do some browsing through other careers. Try looking at some careers which are related to the ones on your career list. For example if Hotel Receptionist has been selected for you, try to see if any other hotel careers might be of interest.

You can just search through the full list and pick out careers of interest. But always remember to ask the questions about each career. It may sound interesting but will it suit you?

Further discussion and research

The careers suggested by Kudos are not recommendations, only suggestions.

Throughout this guide it is stressed that to learn from Kudos you need to experiment with your answers and to do further research. This is important to enable you to make your own decisions about careers. Although you can work through these questions yourself, you may find it of more help to talk through your ideas with an adviser.

Ask whether it is possible to book an interview. You may like to do this after you have had time to think about your Kudos results. Most Connexions / careers centres, schools and colleges have a careers library to help you with researching careers.

Ask for help in how to find the information you want. You can use this to get further addresses or contacts for visits.

We hope you enjoyed using Kudos and wish you luck with your future plans.